

The Study of the Cultural Values of Sports in the Cultivating and Practicing of Socialist Core Values

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Abstract. Sports show the spirit of the charm has become the ideal, the content of the education of contemporary life. This paper expounds the cultural value of sports and the union of socialist core values, on the basis of sports in cultivating and practicing the cultural function and value of socialist core values, and put forward the sports culture into the contemporary socialist core values education countermeasures, thus to realize synchronous undertakings of the sports and social development, with people to practice, for our country the development of undertakings of physical culture and sports, sport cultural construction to provide good value guidance.

Introduction

Since the strategic task of socialist core values to proposed to cultivating and practice in the 18 of the communist party of China, to carry out the socialist core values education and give full play to its function, has become an important research subject of ideological and political education in the new period. Socialist core values education needs to explore new ways, new methods, and new carriers to enhance the effectiveness of education. With the economy and the development of science and technology and modern civilization disease to human health of body and mind, the popularity of sports reached an unprecedented level, it seems that no one can away from sports or reject sports outside the main gates. Sports is a special value to meet the human body needs in the pursuit of development and spiritual activities, and the educational function and cultural value contained in sports have a high degree of fit with the socialist core values of our party. Therefore, we dig into the culture value and education function of cultivating and practicing the socialist core values in sports. Not only it is important practical significance to promotion and popularization of the socialist core values in the whole society, also can realize synchronous undertakings of physical culture and sports and social development, with people to practice, for our country the development of undertakings of physical culture and sports, sport cultural construction to provide the value of a good guide.

The Correspondence of Sports Cultural Values and Socialist Core Values

Comrade Jin-tao HU pointed out: "sports is an important symbol of social development and progress of human civilization, and is an important manifestation of the overall national strength and social civilization". This thesis is from the angle of culture in a broad sense of sports scientific interpretation shows that sports can not only for modern people to provide health and a strong body, strong character and perfect personality, promote social progress and harmony and peace of human society, but also for the human society will provide rich and colorful cultural life and cultural

products, to meet the contemporary human society increasingly rich emotional and social needs. Sports culture is an important part of socialist culture, which has unique cultural value. Sports Psychology by the honor for the country people's national self-confidence and pride, it produces echoes the cohesion of the patriotic feelings of people, and national self-confidence and pride is the culture and practice of socialist core values and rely on foundation .Sports competition for the society and orderly competition to make an example, and it builds up the concept of fair in order to promote the requirements and adaptation to the market. Physical training hard, aggressive, challenge the limits, contains a hard struggle, beyond the self attitude to life. The unity, mutual assistance and love of sports really enhance the sense of identity and belonging. The sports culture value is quality resources of cultivating and practice the socialist core values, and digging into these cultural resources fully carry forward the spirit of sports which is beneficial to expand people's identity of socialist core values.

The Cultural Functions of Sports in Cultivating and Practicing of Socialist Core Values

Guiding Function

The cultivation and practice of the Socialist core values is the most important to let people from the heart to accept and abide by the behavior. Absorb the essence of Chinese traditional sports culture and with the spirit of modern sports combined. Through education, visit, to commemorate, exhibition, participation of different sports culture and education form, guiding people to develop in line with the socialist core values of ideas and norms of behavior. Absorbing the essence of Chinese traditional sports culture and combined with the modern sports spirit, through education, visiting, memorial, exhibition, such as different forms of physical culture education, it guides people to develop in line with the thought and behavior of the socialist core values. Always maintaining the fundamental interests of the broad masses of the people is the core value orientation of the sports spirit. From Guo-tuan RONG "life can have a few back stroke, Hai-feng XU " zero breakthrough ", to" team spirit ", " China's Ping Pong spirits "and so on, Chinese athletes always put national interests and honor in the first place, always been for the realization of powerful nation, people's happiness, health and work hard. There are many values, some of the people who is not strong resolution and self-control are likely to go astray in contemporary China. The cultivating and practicing Of socialist core values With the concept of the interests and values of sport ,it can guide people to straighten values, an realize the value of life in the realization of "China Dream" in the process.

Enlightenment Function

There is no doubt that sport is not just a simple physical exercise and the pursuit of athletic performance. In fact, physical education is the starting point and the end result, with "body" as a means to "education" as the soul, focusing on "education" ". As Coubertin, the father of sports, insisted, the real purpose of recovery is to carry out education through physical education. Whether it is the Olympic Games, the world cup, or ordinary sports, all of people's thinking, the quality of culture have a huge impact. Sports culture of the humanities spirit, fighting spirit and noble patriotism, can subtly influence people's value judgment, moral concept and behavior. The promotion of socialist core values, not only need to play other binding but also need to play the role of self-discipline. But at the root of the need to rely on people's inner value

choice, the value of their own requirements into a daily behavior standards, and then develop the habit of self consciousness. The implementation of the socialist core values need to rely on people's inner value choice. People will be their own value requirements into the daily conduct of standards, and then develop the habit of self consciousness.

Incentive Function

The cultivating and practicing the socialist core values is a systematic project, in which the increase and expansion socialism is the core of identity. The identity education of socialist core values needs external incentives. To stimulate the value of individual needs and motivation, we promote ours cultivation of self-worth. Today's society, people's values is facing many challenges and confusion, there is the blind worship, lack of integrity and values distorted. Sports culture provides a benchmark for people's moral cultivation. There are always with strong will of the Chinese sports professionals and indomitable style and indomitable revolutionary spirit and to the people of all walks of life in the whole of China in different periods of transfer positive energy. Like Yao Ming, Lin Dan and Li some sports star model more likely to inspire people to learn from example determination and motivation, exercise in accordance with the requirements of the times the correct value system.

The Education Countermeasures of the Sports Culture into the Socialist Core Values

The Cultivating and Practicing of Socialist Core Values with the Help of Various Sports Activities

Today, people pay attention to sports and enjoy sports with the vigorous development of sports in our country. From four years a session of the Olympic Games, Asian Games, football World Cup, the world games, to the domestic large-scale professional events such as China Football Super League, Chinese men's basketball professional league and so on are subject to people's attention and love. Especially years in the national sports sponsored marathon, "who is number one" contest, "Symposium" folk sports to sports in ordinary people onto the Central Television stage, to further promote and promote the development of sports in our country. This provides an important platform for the cultivation and practice of the core values of the platform and the way to use the carrier of sports activities to carry out the socialist core values education. People through regular participation, attention to sports activities can accept the influence to the Chinese sports spirit of the correct value view, so deep in thought real identity and acceptance of socialist core values, and in the daily activities consciously practice the socialist core value of values.

The Cultivating and Practicing of Socialist Core Values with the Sports Role Model

Tree typical, advanced science, is a kind of popular moral incentives. The Central Committee of the Communist Party of China "on strengthening and improving the ideological and political work in a number of opinions" clearly pointed out to "pay attention to the use of advanced typical influence and lead the masses", and stressed that "all walks of life should pay attention to identify and summarize the advanced typical, do learn by example, cast a goal, in the whole society formed to advocate advanced, learn from the advanced, striving to be advanced good atmosphere". Example is an indispensable role in the construction of socialist culture, leading the

direction of the development of socialist culture. Sports model to become a character of the young people to imitate, which is conducive to the cultivation and practice of socialist core values.

The Cultivating and Practicing of Socialist Core Values through Sports Volunteer Service

At present, the voluntary service activities in our country have begun to take shape, and formed a certain influence in the whole society. The spirit of the sports event volunteers is a valuable asset for China's Olympic Games. Sports volunteer service is a comprehensive service activities, it requires not only volunteers have dedication, fraternity spirit, needs to have the ability of volunteer service and need to understand sports or management or medical knowledge, language translation can help, concierge reception, offering service of transportation, do a good job of communication and liaison, carry out the news media services, organizing cultural activities. Volunteers for the successful completion of the sports service, they demonstrated innovative thinking, pragmatic quality, pioneering attitude, these are precisely with our core values of socialism advocated by highly fit.

The Strengthen of Spread of the Media and Public Opinion

With the current information technology and new media, we constantly promote the high degree of integration of new media and traditional media, new ways to increase and promote the spirit of socialist core values. The combination of the socialist core values and sports achievement, propaganda theme, the typical propaganda, focus and guide public opinion propaganda, spread positive energy, and strive to create a good public opinion atmosphere, continue to consolidate and strengthen the positive and healthy mainstream public opinion, in order to strengthen the public of the socialist core value concept of a high degree of recognition. For example in the Olympic Games, the, National Games and other international and domestic large-scale events during the media in the process of propaganda to inspiring preaching activities carried out by excellent role models for athletes and coaches, so as to make people learning the love for the motherland, dedication, courage to fight the excellent quality. In addition, it is necessary to make good use of network propagation, occupying the position of the emerging media such as Micro Blog, WeChat etc, actively spread the sports the typical characters, events, with full of positive energy sports sound and advanced culture idea leading media network, to cultivate and practice the agency will socialist core value outlook broaden communication channels, to provide advanced platform.

Conclusions

The sports culture value and the socialist core values are fit, which makes it become an important way to cultivate and practice the core values of the socialist core values. In the promotion of sports culture in cultivating socialist core value concept can enrich the socialism core values cultivation ways, the cultivation of socialist core value view of providing more angles and methods, help in the field of sports to further cultivate and practice the core value concept.

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